



Wyoming Film Incentive Program

A Wyoming Film Incentive Program would have many benefits across the state:

- **Growing Local Economies** – by 2018 under the Wyoming Film Industry Financial Incentive, *production companies had spent a total of \$12.2 million dollars purchasing goods and services from Wyoming businesses while on location, generating \$223,741 in state sales tax alone.*
- **Eyes on Wyoming** – Incentive approved film projects have worldwide distribution. Besides theatrical releases, some of the outlets for past Wyoming films include the Sportsman Channel, Wild TV, Outside TV, the New York Times, National Geographic Channels and affiliates, PBS, NBC World of Adventure Sports, VOD channels like Vimeo, iTunes, Netflix and Amazon Prime.
- **Marketing Value** – This content is viewed by millions of potential travelers each year, and acts as a form of Wyoming tourism marketing, enhancing and extending our marketing budget.
- **Jobs for Wyoming Residents** – hundreds of jobs are created for Wyomingites due to the needs of film productions, ranging from the hospitality sector to construction and MORE.

Production entities are increasingly interested in producing content in Wyoming:

Number of Film Inquiries with Wyoming Film Office by Year*
2019: 79 2020: 169 2021: 102

Recent Wyoming storylines filmed elsewhere due to attractive competitive incentives:

Wind River (Utah), *Yellowstone* (Montana), *Longmire* (New Mexico), *1883* (Texas/Montana), *Big Sky* (British Columbia), *Joe Pickett* (Alberta), *The Outer Range* (New Mexico)

In Summary:

If it pleases the Joint TRWCR Committee, we are requesting the drafting of a bill based off the proposed 2022 Wyoming Film Incentive Bill (HB93), as introduced, with minor modifications:

- Page 7, line 8
Strike the word “detailed” and insert “estimated”
- Page 9, Lines 2-6
Strike and change to "Verification and a description of the status of the entity's distribution for the qualified production upon its release."
- Page 10, Lines 1-6
Strike and change to "A two and one half percent (2.5%) rebate upon demonstrating the qualified production includes prominent Wyoming exposure, such but not limited to a Wyoming character, storyline, product placement, Wyoming businesses, communities, events and or attractions."

Proposed minor changes echo those requested by film industry stakeholders including the Film Industry working group formed by WOT in 2021/22 and voiced prior to the 2022 Legislative Session.

**these numbers only include productions which inquired with the Wyoming Film Office. Actual production numbers within the state may vary. Many productions do not inquire with a Film Office prior to filming.*